



Internet Marketing

**for
Network Marketers!**



**Bob Thompson's
MLM Success Tips
Home MLM Solutions Ltd**

Internet Marketing for Network Marketers

***"How Traditional Network Marketing and
Internet Marketing Activities Are
STOPPING You Making Money In MLM
And What You Can Do To Change This
Today!"***

By

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“If 95% of Network Marketers are failing in the Industry – and you believe this to be fundamentally wrong - then you need to help change our Industry for the betterment of All!”

This Special Report is dedicated to everyone interested in Network Marketing/MLM.

Whether you've never sponsored anyone in your life before or you're a seasoned campaigner we invite you to our Special Club!

Introduction

Hello and welcome to the MLM Friends Platinum Club Special Report entitled "How Traditional Network Marketing and Internet Marketing Activities Are STOPPING You Make Money In MLM And What You Can Do To Change This Today!"

We've created this Report to show Network Marketers a better way to use the Internet to build a home based MLM business together for faster, sustainable income..

We are going to discuss the process of Internet Marketing and Network Marketing in ways that you may not have considered before... ways that could significantly speed up business building and income generation.

So, sit back and enjoy this seminal piece of work, one that can provide you with real insight and help you to grow your home based MLM business with less cost and fuss.

What is Network Marketing?

The Network Marketing business model is driven by individual Agents (the Distributor) like you and I, who get paid for successfully referring products and services to 3rd Party Consumers or by sponsoring other Distributors in our downline who also consume AND refer others.

To be REALLY successful in Network Marketing requires you and I as Distributors to build up individual and group volumes/revenue.

It is from this revenue that we are all paid.

How much we are all paid depends on how much revenue we individually and collectively generate either directly or via our personally sponsored downline.

The MLM Market

There are over 900 million people online, some of whom are likely to be interested in the product or service you promote.

Of those, 30 million are actively promoting a MLM Opportunity today.

In addition, there are at least 80 million people looking for online money making opportunities every day!

Now these are vast numbers... and yet given most Network Marketers are struggling to sponsor 5 people who sponsor 5 people, then you can argue that either:

1. There is something hugely wrong with the MLM, or;
2. There is something hugely wrong in the way we market our MLM Business

And yet, to reiterate, our primary job as Network Marketers is to simply find a minimum number of 5 or so people who we need to fulfil the compensation plan requirements and who wish to consume the products or services we offer .

The Market Value of MLM

At the end of the day, you and I are not in MLM because we want to be super salesmen, or that we have a desire to work even longer hours promoting someone else's product or service!

No!

We're in MLM to make money!

To make money quickly, at least cost, in the most efficient manner...

Now...

The average Network Marketer is likely to spend \$40 to \$100 a month on product.

Conservatively that's about \$1.2 billion of products being sold and consumed each month.

Now that's a big number...

In addition, Network Marketers are likely to spend a further \$50 to \$100 in advertising every month...

Now that's an even bigger number!

And...

Time wise, we'll each be expending at least 1 hour of our time and effort every day trying to build our business online.

That's millions of hours of effort and millions of further dollars spent on advertising!

Now given that 95% of Network Marketers fail to make any money; and I suggest that at least half have not been able to sponsor anyone, then I'd suggest that the process of MLM Business Building online is totally out of control, totally inefficient, and virtually a complete waste of time and money.

That's right, I'm suggesting that virtually everything you do online to grow your online MLM Business is a complete waste of time.

Please think about this!

Look at everything you've done to date?

How many people have you sponsored?

How many have they sponsored?

How many are still in the business?

This is frightening and an poor reflection on the many Internet Marketing Guru's who are selling you solutions to tame the Internet!

OK then, I hear you say... if Internet Marketing is so totally inefficient and a complete waste of time, what can I do about it in order to build a successful MLM Business with the least amount of time, effort and cost?

Mmmmm, OK – we're glad you asked.

Are you ready for the answer?

It may not be what you're looking for, but here goes anyway!

Market Complexities

Before we deep dive into the various processes of Internet Marketing, one must first understand the complexities of life online.

The Online World is made up of 900 million people across the World...

Everyone online has:

- Different needs
- Different expectations
- Their own beliefs, ideas and principles
- Has multiple interests
- Come from different backgrounds and cultures
- Has different risk thresholds

And this makes the process of finding other People who are interested in our product or service, extremely difficult!

That's why Network Marketers need to target their online search to reduce the number of people they need to sift through; however bear in mind we've already said that the process of online marketing is inefficient and costly, so one must take from this that the way we look to target the right segment of the population who could be interested in MLM is also inefficient and costly.

However finding interested people is only part of the current battle...

There's still the need to both convert and keep our Clients and Downline Distributors in our Team!

That said...

Let's now, add in to this mix:

- Huge MLM competition i.e. hundreds of different opportunities
- Poor up line and down line communication
- Ineffective Distributor training
- Lack of business performance transparency
- High downline attrition
- Low MLM credibility in the general populace
- Internet Marketing Confusion
- Cash flow limitations
- People hating to be sold to
- Marketing hype, get rich quick thinking and the threat of scams

With all of this on top of trying to find targeted prospects, you'll probably be wondering why you got involved in MLM in the first place!

And also, you can maybe see now why, after taking all this into consideration, (and especially if you the MLM Distributor have to work alone, without any upline support); using your time and money to promote a MLM Product, all at your risk AND only getting paid when someone buys, why so many are failing!

Let's face it... MLM Business is predicated on a simple referral mechanism, however people have made it completely ineffective, difficult, time consuming and costly to deliver the basic principles of leverage and duplication which under-pin everything.

That said, and taking all this into consideration we still need to figure out how to make Internet Marketing work - in other words, how do we successfully get the word out about 'ME & MY BUSINESS' and have others join our Team and buy our Products such that we get paid?

Changing the Mindset of People

If the process the majority of people are following to build a MLM Business is flawed then clearly different focus and thinking is required.

In fact, a completely new mindset is needed.

So let's create a mindset that is easy to understand, which can be appreciated by everyone, and which can effect the kind of downline duplication we're all looking for.

Now, we already know that 80 million people annually are looking to make money online...

And we already know that there are 30 million active Network Marketers...

So the first principle that we need to understand is that Network Marketers themselves are more important than the business opportunity.

In other words, we are highly valuable Distributors who need to exert our power effectively.

Now that power does not boil down to how we get the word out about our chosen opportunity... no it's far more fundamental than that!

Rather we need to understand that our individual power is magnified thousands of times over if we learn how to work together... to collaborate.
If we learn how to work together for maximum gain, then we won't have to chase or swap business opportunities.

Rather, we'll be able to do what we need to do, which is build a Team who will stay together for the long term.

MLM Numbers & The Issue of 'Greed'

OK, let's say it as it is.

We have a collective fear of being at the bottom.

We've been conditioned to be at the top because today, only the Top People are making any money; and the most money!

However, let's just think about this principle please:

There are 30 million people involved in MLM, and there are 1000 different home based opportunities.

That means that on average there would only be 30,000 people involved in every opportunity.

Assuming, each person needed to sponsor 5 others, then:

Level 1 - 5
Level 2 - 25
Level 3 - 125
Level 4 - 625
Level 5 - 3,125
Level 6 - 15,625

Level 7 - 78,125

You can see that when there is intense competition and the market is diluted, most opportunities will not be able to deliver a compelling opportunity to the Network Marketer because they will simply run out of people interested in their business!

So what happens?

In other words, we fail to spot the best opportunities and begin a strategy of poaching from our fellow Network Marketers who promote other MLM Opportunities.

Even if we do join the right one, everyone else is still focused elsewhere!

But that's not all, imagine, you've just started out in MLM, you've been given your replicated page; and now you're ready to start advertising...

Where are you in the lifecycle of your chosen MLM business?

Are you in at the Top or down at the bottom, with virtually no chance of finding anyone interested in your business unless you poach them from another opportunity?

What is their attrition really like?

How many people are making any money?

How many are really getting great benefits from the products and services?

What's the service really like?

Is this MLM Opportunity really right for you?

Chances are, if you have no idea of the above, then all your marketing efforts are likely to be channelled into finding other disillusioned Network Marketers who find themselves in the same predicament as you?

Now, on the other extreme, let's assume there is only one really great MLM Opportunity in the World; and every one of the currently active 30 million Network Marketers is involved; let's see how many levels can be filled?

Level 1 - 5

Level 2 - 25

Level 3 - 125

Level 4 - 625

Level 5 - 3,125

Level 6 - 15,625

Level 7 - 78,125

Level 8 - 390,625

Level 9 - 1,953,125

Level 10 - 9,765,625

Level 11 - 48,828,125

Level 12 - 244,140,625

Level 13 - 1,220,703,125

You can see now that everyone has more of an opportunity to sponsor in depth.

Note that this doesn't alleviate the issue of finite resources.

Simply stated, by the time we get to Level 11, we've already swallowed up every currently active MLM Distributor in the World today, and that by the time we fill Level 13 we'll have swallowed up have of the World's population.

Those people negative to MLM will say that because of this the business model is flawed i.e. the World will run out of people...

That's nonsense because every traditional brick and mortar business online or off is going to run out of customers too, so that argument doesn't wash.

What is important though is our ability to rationalise effective MLM from ineffective MLM such that we can align ourselves with the best way to make money long term.

What the numbers do clearly show is, the fewer numbers of suitable MLM Opportunities there are, the more chance everyone has of being able to duplicate further than 7 levels...

And given that half of all Network Marketers have sponsored no one, clearly we all have a long way to go before MLM truly becomes great!

Some Clues for the Future

This gives us the first 4 big clues as to how we Network Marketers should be thinking about implementing MLM in the future:

1. Let's work in fewer opportunities
2. Let's find a way to work together
3. Competing against each other (i.e. poaching) doesn't work
4. Getting in at the top is a fallacy

As you can appreciate, changing how we think about MLM has no relevance on the process of Internet Marketing.

Current Internet Marketing practices have been designed to enable us to work ineffectively and inefficiently in an imperfect MLM market.

What we therefore need to do is:

1. Make the MLM Industry better
2. Have more effective and efficient Internet Marketing to support a better Industry

Unfortunately, no matter how much we try to make the process of Internet Marketing more efficient, we first really need to address the issues of making MLM better.

1. We need to reduce the number of MLM Opportunities available
2. We need to figure out which are the best MLM Opportunities to join
3. We need to figure out how to work together instead of wasting time competing
4. We need to figure out how we can work together building down successive levels over the long term
5. We need to have better Compensation Plans that deliver income in a market of finite people

If we can move towards the delivery of some of these, then the reliance on today's Internet Marketing activities would be substantially less.

Importantly, unless we Network Marketers understand how the Industry is today, and are able to mould it to the way it should or could be in the future, then the only thing

we'll continue to do is react to the market, which by default will remain costly, ineffective and inefficient.

And until the true voice of all Network Marketers is heard; (bear in mind every MLM Opportunity is useless without us); then Home offices and Advertisers will continue to have the upper hand.

We'll continue to just react.

And in all likelihood, we'll continue to fail.

But if we Network Marketers start to think about MLM in a different way, then our reliance on Internet Marketing is significantly reduced and more importantly we'll have a process that drives business and growth and income in a way that helps far more people than it does today.

After all, once we have sponsored our 5 people, we can then start to help them develop their Team and so on, and so on...

The MLM Friends Platinum Club

The MLM Friends Platinum Club provides a way for Network Marketers to come together using a process, strategy and mindset of MLM Collaboration.

As we develop Collaborative MLM further; as more people get involved we will be able to rely less on Internet Marketing because our need to advertise will have reduced. Indeed, the only advertising we'll need to do is that which supports deep downline development.

By now you'll realise that Internet Marketing alone will not improve the MLM Industry's results which you and I achieve purely on its own.

What is the Internet and Internet Marketing?

Quite simply Internet Marketing is about giving our Customers what they want via the Internet.

The act of Internet Marketing is both tactical and strategic.

Tactically, Internet Marketing is a Distribution Channel for the Products and Services we and others choose to sell; and which is delivered directly by the Supplier/Vendor.

Now because the Internet grew from a premise of Free Information Sharing, many people still search for free content; however, undeniably the Internet has become a highly viable Commercial Infrastructure which turns over billions, if not trillions of dollars annually throughout the World, and this is only set to increase!

Which is great news for all of us Network Marketers, as the Internet is our fastest, most lucrative and profitable route to market.

Now for us to succeed as Network Marketers, and bearing in mind our earlier discussions on the effectiveness and efficiency of the Market, we need to figure out how best to use the Internet to meet our short, medium and long-term MLM goals.

I would suggest these goals would be:

1. Short term: Within 3 months sponsor 5 people
2. Medium term: Create lasting relationships with everyone within 3 months
3. Long term: Help your immediate downline do the same within 3 to 6 months

Follow this strategy and:

- In 3 months you'll have your Level 1 downline in place
- In 6 months Level 2 will be in place
- In 9 months Level 3 will be in place
- In 12 months Level 4 will be in place
- In 15 months Level 5 will be in place
- In 18 months Level 6 will be in place
- In 21 months Level 7 will be in place
- In 24 months Level 8 will be in place

Personally, I would suggest we remove the focus and ignore what most Home Offices are saying; which is that it'll take 3 years to build your business!

Indeed, using the Internet, years and months could mean days or weeks.

I suggest that most Home Offices want to plant a seed in your head, so that they can generate revenue from you for the next 3 years!

Yes, the World has only a finite number of people, so in the above example what's key is to focus on how best to make all of our businesses more efficient and profitable.

Collaborative MLM might just be the way you and your Team can get better results in a Market that is broken and failing.

What Do We Network Marketers Need From Internet Marketing?

Clearly, we Network Marketers need to find leads from the Internet; leads that will subsequently buy the products we promote as well as duplicate our efforts by converting to our paying downline Members.

(Very importantly, we need to educate everyone as to how the Market could be tomorrow, if we Network Marketers had the vision and foresight to operate more effectively and efficiently).

Ideally, the leads and prospects we want to talk to are or have been Network Marketers, and that's because they understand the model.

(What we also need to do, is help existing Network Marketers understand that there could be faster, more effective and less costly ways to make money from MLM; we

already know that's it's totally inefficient , with downline attrition at over 80% and business failure at over 90%).

Moreover, we could use the Internet to search out other Entrepreneurs who may be interested in working within a more effective MLM environment to make money.

So How Do Network Marketers Normally Promote Their Business Online?

The majority of Network Marketers online today will attempt to do build their MLM Business using traditional Internet Marketing activities, advertising, collecting names and talking to people who have opted in to receive more information.

There is a huge array of tools to do this ranging from Web site development, to email marketing, to ezine and other advertising, to search engine optimisation.

More progressive Network Marketers will be using:

- Attraction Marketing
- Outsourcing some of their Business Activities
- Utilising better Web Based Solutions

However, as they do so, many will have no idea about the following:

- How many ads need to be placed and how much should all this cost?
- Where should we advertise on the Internet in order to get the highest number of qualified and targeted prospects?
- How many leads do we need to contact in order to meet our compensation plan requirements?
- How to convert leads into prospects?

Ultimately, what WE ALL need (individually and collectively); is an understanding of how we can all better use the Internet and Internet Marketing to:

- Better qualify in the BEST OPPORTUNITIES to make MORE money by personally consuming more BENEFICIAL product on a monthly basis...
- Make MORE money by referring other people who just personally consume product on a monthly basis...
- Help Sponsor others THROUGHOUT your downline who personally consume product...

Our Internet Marketing Options for the Future

Network Marketing is not Internet Marketing; although there are some who say that to be successful as a Network Marketer you've got to be successful as an Internet Marketer.

We believe that to be a successful Network Marketer there must be more than just Internet Marketing.

If there was, then our list of Internet Marketing Resources (starting on the next page); will be totally sufficient for every Network Marketer online to make a lot of money from MLM:

Internet Marketing Links

(Put) Advertising on Your Web Site:

Chitika eMiniMalls - <http://www.chitika.com>
FastClick - <http://www.fastclick.com/publishers>
Google AdSense - <http://www.google.com/adsense>
Kanoodle BrightAds - <http://www.kanoodle.com/about/brightads>
Yahoo Publisher - <http://publisher.yahoo.com>

Affiliate Directories:

Affiliate Programs Directory www.affiliate-programs-directory.com
Affiliates Directory - <http://www.affiliatesdirectory.com>
Affiliate Match - <http://www.affiliatematch.com>
Associate Programs - <http://www.associateprograms.com>
Refer-it - <http://www.refer-it.com>
Webmaster Affiliates - <http://www.webmaster-affiliates.net>

Anti-Spam Legislation:

Can-Spam Act of 2003: www.spamlaws.com/federal/can-spam.shtml

Banner Exchanges:

123Banners - <http://www.123banners.com>
AdDynamix - <http://www.addynamix.com>
Banner Co-op - <http://www.bannerco-op.com>
BannerSwap - <http://www.bannerswap.com>
Free-Banners - <http://www.free-banners.com>

Blog advertising:

Blog Ads - <http://www.blogads.com>
Google AdSense - <http://www.google.com/adsense>

Blog creation services:

Blogger (free) - <http://www.blogger.com>
Bloglines (free) - <http://www.bloglines.com>
My Blog Site (free) - <http://www.myblogsite.com>
Square Space (trial) <http://www.squarespace.com>
Typepad (trial) - <http://www.typepad.com>

Blog directories and search engines:

Blog Search Engine - <http://www.blogsearchengine.com>

Blogarama - <http://www.blogarama.com>

Bloglines - <http://www.bloglines.com>

Blogwise - <http://www.blogwise.com>

Technorati - <http://www.technorati.com>

Blog linking:

BlogRolling - <http://www.blogrolling.com>

Blogging with audio and video:

Audio Blog - <http://www.audioblog.com>

Audioblogger - <http://www.audioblogger.com>

Vlog.com - <http://www.vlog.com>

Business Networking:

LinkedIn - <http://www.linkedin.com>

Ryze - <http://www.ryze.com>

Discussion Forums:

eBay Community - <http://hub.ebay.com/community>

Forum Garden - <http://www.forumgarden.com>

MSN Groups - <http://groups.msn.com>

Motley Fool discussion - <http://www.boards.fool.com>

Yahoo! Groups - <http://groups.yahoo.com>

E-zine Directories:

Ezine Depot - <http://www.ezinedepot.net>

Google's E-zine Directory -

http://directory.google.com/Top/News/Magazines_and_E-zines

The Busy Place E-zine Directory - <http://www.the-busy-place.com/celex>

The E-zine Directory - <http://www.ezine-dir.com>

The Open Directory's E-zine list - http://www.dmoz.org/news/magazines_and_e-zines

Keyword Selection:

KWMap - <http://www.kwmap.net>

The Google AdWords Keyword Sandbox -

<https://adwords.google.com/select/KeywordSandbox>

WordTracker - <http://wordtracker.com>

Yahoo! Search Marketing Solutions (formerly Overture) -

<http://uv.bidtool.overture.com/d/search/tools/bidtool>

Linking Tools (Relevancy):

Alexa - <http://www.alexa.com>

Google Toolbar - <http://toolbar.google.com/>

LinkPopularity - <http://www.linkpopularity.com>

Media Contacts/Press Releases:

Bacon's Information - Media News, Services, and Information -

<http://www.bacons.com>

Gebbie Press - <http://www.gebbieinc.com>

The MagazineBoy - <http://www.themagazineboy.com>

Oxbridge MediaFinder - <http://www.mediafinder.com>

The Paperboy - <http://www.thepaperboy.com>

PR Leap - <http://www.prleap.com>

PR Newswire - <http://www.prnewswire.com>

Press Release Network - <http://www.pressreleasenetwork.com>

Monitoring Services (Who's saying what about your business?):

CyberAlert - <http://www.cyberalert.com>

eWatch - <http://www.ewatch.prnewswire.com>

Markwatch - <http://www.markwatch.com>

Tracerlock - <http://www.tracerlock.com>

Newsgroups:

Google Groups - <http://groups.google.com>

Talk City - <http://www.talkcity.com>

Topica - <http://lists.topica.com>

Yahoo! Groups - <http://groups.yahoo.com>

Opt-In E-mail List Providers:

EmailUniverse - <http://www.emailuniverse.com>

Focalex - <http://www.focalex.com>

Postmaster Direct - <http://www.postmasterdirect.com>

Xact Mail - <http://www.xactmail.com>

YesMail - <http://www.yesmail.com>

Pay-Per-Click Search Engines:

Google AdWords - <http://www.google.com/adwords>

Yahoo! Search Marketing Solutions (formerly Overture) -

<http://searchmarketing.yahoo.com/>

7Search - <http://www.7search.com>

Chitika eMini Malls - <http://www.chitika.com>

ePilot - <http://www.epilot.com>

GoClick - <http://www.goclick.com>

Kanoodle - <http://www.kanoodle.com>

LookSmart <http://www.looksmart.com>

Miva - http://www.miva.com/us/content/advertiser/pay_per_click.asp

SearchGalore - <http://www.searchgalore.com>

Pay-Per-Click Campaign Management:

Atlas one point - <http://www.atlasonepoint.com>
Compare Your Clicks - <http://www.compareyourclicks.com>
Pay Per Click Analyst - <http://www.payperclickanalyst.com>

Podcasting:

iPodder - <http://www.ipodder.org>
Podcast Alley - <http://www.podcastalley.com>
Podcast Bunker - <http://www.podcastbunker.com>
Podcasting News - <http://www.podcastingnews.com>

Podcast Readers:

Juice Receiver - <http://juicereceiver.sourceforge.net/index.php>
Transistr - <http://www.transistr.com>
jPodder - <http://www.jpodder.com>
PodFeeder - <http://www.podfeeder.com>

RSS Marketing:

FeedForAll (create, edit, and publish RSS feeds) - <http://www.feedforall.com>
FeedPark (submit your blog feed to a directory) - <http://www.feedpark.com>
Fresh Content (self-updating headlines) - <http://www.freshcontent.net>

RSS News Readers:

Bloglines - <http://www.bloglines.com>
Feed Demon - <http://www.feeddemon.com>
Google Reader - <http://www.reader.google.com>
NetNewsWire Lite (for Mac users) - <http://www.ranchero.com/netnewswire>
Newz Crawler - <http://www.newzcrawler.com>

Search Engines:

Google - <http://www.google.com>
Yahoo - <http://www.yahoo.com>
Microsoft Network (MSN) - <http://www.msn.com>
AllTheWeb - <http://www.alltheweb.com>
AltaVista - <http://www.altavista.com>
Ask.com (formerly Ask Jeeves) - <http://www.ask.com>
DogPile - <http://www.dogpile.com>
Excite - <http://www.excite.com>
Gigablast - <http://www.gigablast.com>
HotBot - <http://www.hotbot.com>
InfoSpace - <http://www.infospace.com>
MetaCrawler - <http://www.metacrawler.com>
NorthernLight - <http://www.northernlight.com>
Open Directory Project - <http://www.dmoz.org>
WebCrawler - <http://www.webcrawler.com>

Search Engine Submission:

WebPosition Gold - <http://www.webpositiongold.com>

Social Networks

MySpace - <http://www.myspace.com>

Facebook - <http://www.facebook.com>

Whitelisting:

AOL - http://www.postmaster.info.aol.com/tools/whitelist_guides.html

Yahoo - http://add.yahoo.com/fast/help/us/mail/cgi_bulkmail

Click every link, follow the Instructions on each one of the above web sites and see how successful your MLM Business will be?

The chances are high, that you'll have spent a considerable amount of time and effort and not moved much further forward.

If you've been trying to promote any MLM Business online for any period of time, then you'll already know that purely focusing on Internet Marketing aka Advertising is not the total Solution to obtaining any lasting MLM success.

So what is?

Could MLM Collaboration between Network Marketers be the Answer?

Several hundred years ago, an Italian named Pareto created Pareto's Law.

Pareto founded the 80/20 principle.

For example:

- 20% of people had 80% of the money
- 80% of MLM Opportunities account for only 20% of the Success

The 80/20 rule can be applied to all types of situations including MLM. For example only 20% of MLM Opportunities are likely to be any good.

Information like this is invaluable because the onus for MLM Distributors moves from a tactical 'where do I advertise' to 'which MLM Business Opportunity should I really be promoting?'

Now imagine just taking this one mindset and giving it to every active Distributor globally.

Imagine what could happen if at least 80% of Network Marketers collaborated instead of competed!

What would the effect be?

I imagine the effect would be incredible!

Not only would it cause a significant proportion of the Industry to take stock, action orientated individuals would actively seek out how to make this work in practice...

People would save huge amounts of time...

They'd save huge amounts of money that is currently being wasted on adverts...

Imagine the happiness and kudos from the family when people finally saw their loved ones making money!

And of course, instead of 30 million people actively promoting MLM, this number could double or treble as people finally realised the potential of MLM.

Now that's a real aspiration worth aiming for, don't you think?

Is Attraction Marketing Enough

We mentioned earlier that those more advanced in Internet Marketing and Network Marketing on the Internet are using Attraction Marketing techniques.

Attraction Marketing is simply about positioning oneself as an expert and then using Internet Marketing techniques to drive traffic to yourself.

This is fine if you're the expert, but what of every other person?

We already know that 50% or so of all Network marketers have no downline; so how can they be called Experts?

Moreover, Attraction Marketing doesn't necessarily distinguish between the good and bad performance of different opportunities.

Collaborative MLM is different because you can collaborate with huge numbers of others who have no downline and who aren't experts.

The difference is in the process and the thinking behind it.

If the maxim of MLM is to continue, in that each person only does their small bit – in other words sponsors 5 who sponsor 5, then a change in MLM methodology is a necessity.

There's clearly no value in every Network Marketer having to trawl through 1 million people just to find 5 who will be in it for the long term!

This simply doesn't make sense.

And that's it in a nutshell.

So how do you want to run your MLM Business - effectively or in disarray?

Most people are unwittingly for all good intent already in disarray, but none of this needs to continue!

Next Steps

Great ideas don't come around very often, but when they do the Internet can blast it around the World in just days!

Collaborative MLM is one of those ideas that could be the next wave of Network Marketing.

An understanding of the potential is all that is required, along with a little action and an environment where everything can play out.

The MLM Friends Platinum Club is your starting point for Collaborative MLM...

This unique MLM Social Network has everything ready to make Collaborative MLM work for you.

All you need to do is decide whether or not you want to get involved.

Don't worry if your sceptical, all new ideas are treated like this, if you'd like more information, just grab a free Lead Generation and Prospect Conversion Tool from us or use a copy of this Special Report with your Affiliate Links embedded and get the word out.

Getting the Word Out?

Our Affiliate Program will reward those people who want to promote our Collaborative MLM Methodology...

However, for those of you that don't want to be Internet Marketers; for those of you that just want to do your small bit, buy some product each month, build a downline quickly but without the hassle, just come along and join the MLM Friends Platinum Club and work with other like-minded entrepreneurs who just want an easier life.

Our success and yours can only be predicated on the desires and wishes of everyone... we can all continue as we are, or we can all embrace new methodologies such as Collaborative MLM...

Please click this link for more information:

http://www.homemlmsolutions.com?a_aid=641757

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Like what you've read here?

Want to achieve more MLM?

Are you willing to look at and do MLM differently?

Then please join us.

Visit our exclusive MLM Friends Platinum Club and discover Collaborative MLM for yourself.

Please click this link for more information:

http://www.homemlmsolutions.com?a_aid=641757

Thanks and see you soon!

About Bob Thompson



Bob Thompson is the Founder of Home MLM Solutions Ltd, and the MLM Friends Platinum Club - an amazing new MLM Social Club that provides a collaborative environment to select and promote MLM, Network Marketing and Matrix type business opportunities with like-minded home based entrepreneurs.

His Network Marketing experience spans over 17 years; and he's been an Online Instructor for a US Marketing Company too.

But that's not all; amazingly Bob is also a full time European Director of Procurement, working for a Top 6 Global Software Company across 19 Countries. In this role Bob uses a combination of Technology, Processes, Resources and leading edge thinking to create Procurement integration within the business to provide significant multi-million \$ commercial value.

It's from this unique background, that Bob has identified a 'no-nonsense' way to help Network Marketers throughout the World find, invest and collaborate in the best Home Business Opportunities for faster and bigger residual income checks.

Bob understands that MLM today is not just about marketing and advertising. Indeed, he goes on to say that "poor choices when investing in new online MLM opportunities is more likely to kill your business before you've even started marketing it."

His new MLM Friends Platinum Club is jam packed with web tools and advice to get Network Marketers everywhere collaborating together in the best opportunities so that everyone earns more.

Bob is a Full Corporate Member of the Chartered Institute of Purchasing and Supply and Institute of Logistics.

He lives in the UK with his wife and two young boys.